



Food Policy and Access to Healthy Foods

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Theory 101: What makes people do what they do?

- Ecological model of health behavior

- Internal states
 - Biology
 - Beliefs
 - Knowledge
- External influences
 - Other people
 - Physical environment
- Policy affects all levels
- Lots of interaction between levels
- **Most effective interventions address multiple levels**



Ways policy can affect healthy eating

INTERNAL

Biology
Beliefs
Knowledge

- Genome research
- 5 A Day
- Nutrition education
- Menu labeling

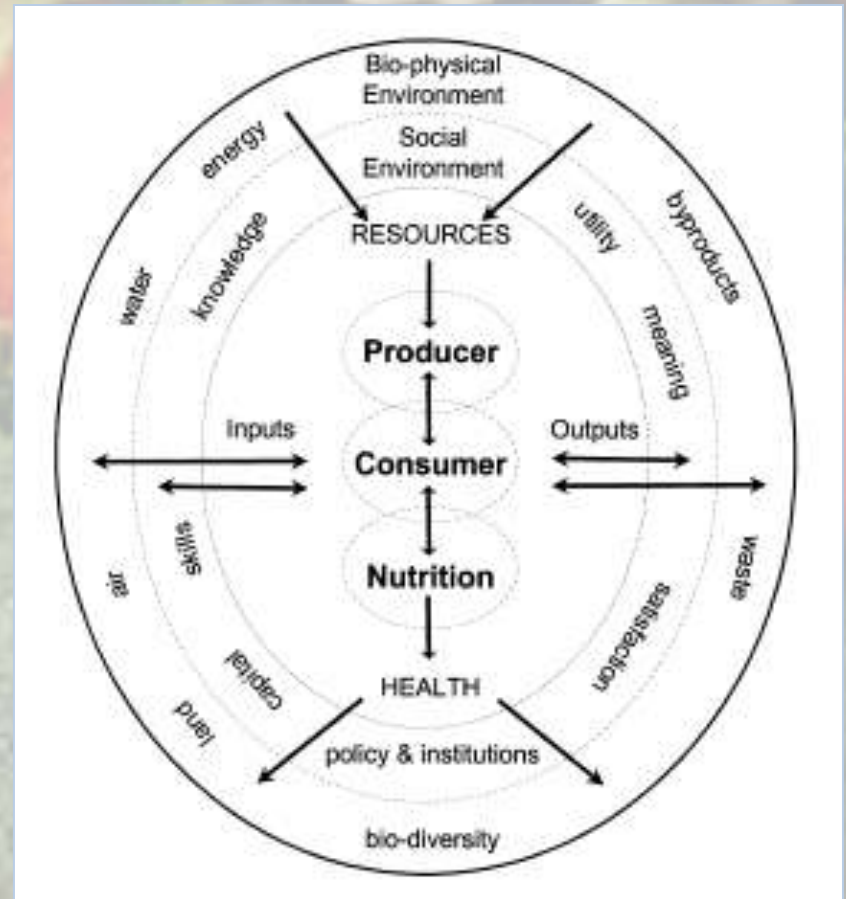
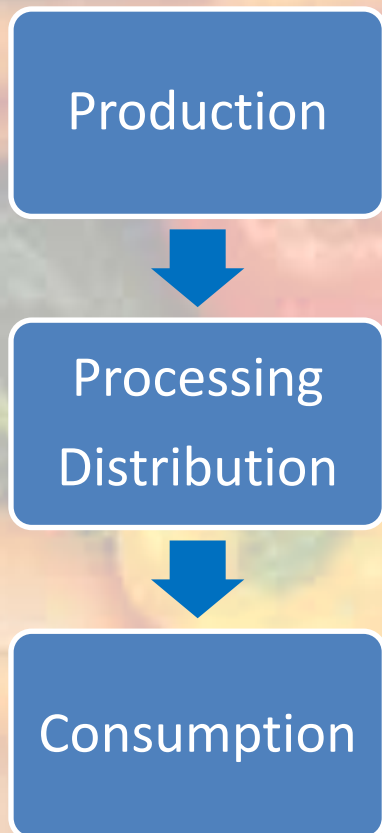
EXTERNAL

Social Environment
(Other people)
Physical environment

- Dining out
- Change social norms
- Land use

Theory 102: The Food System Perspective

Food chains &/Or Food Systems?



Sobal et al (1998) A conceptual model of the food and nutrition system. Social Science & Medicine.

Crib notes on the food system

- Production, distribution, and consumption of food are all interconnected
- Change 1 element, and you've likely changed others
- LOTS of leverage points for policy

The role of food policy

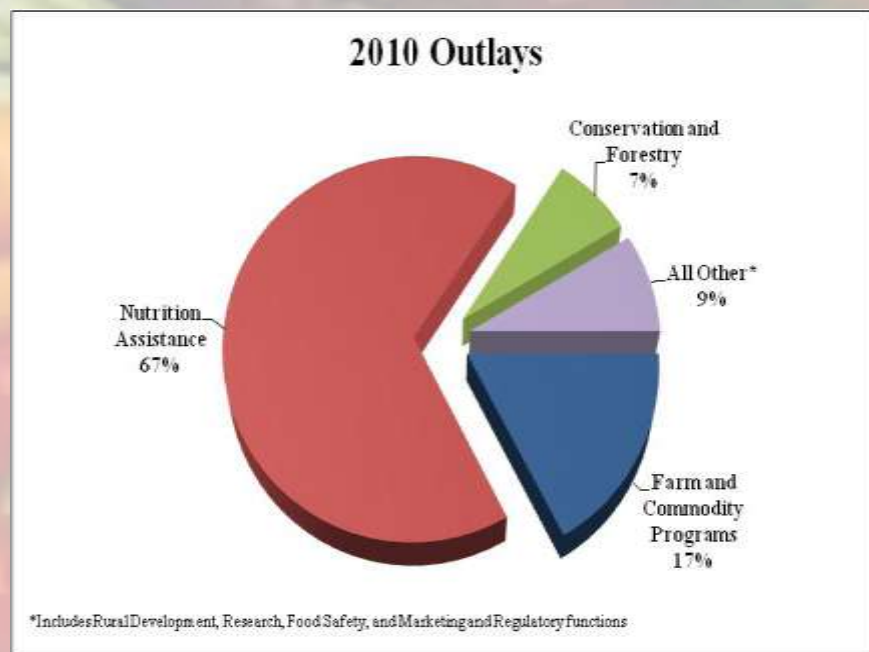
- Policy involved in every aspect of food system
- Policy opportunities may come in unexpected places
 - Schools, restaurants, stores are obvious
 - Farm bill, zoning, purchasing guidelines less obvious, but critical
 - Advocates (and opponents) for policy change will also come from variety of places

Federal level food policy

- USDA and Congressional Agriculture Committees
- EPA
- FDA, others



Role of USDA in nutrition



Key nutrition programs	FY 2009 Cost (in billions)	Participation
SNAP	\$50.3 Billion	33.7 million
NSLP	9.3 billion	30.5 million daily
SBP	2.2 billion	10.8 million daily
WIC	6.5 billion	9.1

State level policy makers



– Executive branch

- KDA
- Dept of Education
- Dept of Public Health

– General Assembly

- Topical, budget, and appropriations committees

Local level policy makers

- School districts
- Zoning and planning commissions
- County and municipal officials



Which level of policy should we focus on?

- All of them!
- Determined by:
 - Issues of interest
 - Where you have contacts/experience
 - Where you feel comfortable
- Remember the interconnectedness of systems
 - What you do on one level can lead to another

Case Study: Farm to School

- Idea of linking farms and schools intuitively appealing
- How that linkage develops is largely a matter of policy
 - Pricing, purchasing policy
 - Food service personnel policy
 - Integration into curriculum
 - School gardens, field trips, visits from farmers



Case study: Community access to healthy foods

- Problem: Unequal access to healthy foods in both rural and urban settings
- Policy options:
 - Federal ag subsidies to fruits and vegetables
 - Zoning to limit fast food
 - Local incentives for supermarkets
 - Transportation to facilitate access
 - Promote alternative food distribution channels
 - Possibilities are endless!



Case study: Food Policy Councils

- Both “official” and “unofficial”
- Focus: what policy needs to be changed/adopted to create a “better” food system
- Local, regional, statewide
 - Mark Winne’s “Bridging the Food Gap”
[foodsecurity.org]
 - Growing list of states, regions, and communities
- Kentucky Food Policy Council starting to form
 - Focus on state-level policy
 - Coordination with local councils

Keys to policy work

- Wide range of expertise and experience is useful
- Policy work should be coordinated with program work
 - Ideas for policy change likely to come from program experience
 - Multiple-level strategy – policy + programs



Questions?
Comments?

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